

# THE *Journal* AER OF THE *Association*

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**January, 1951**

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**THE ASSOCIATION FOR EDUCATION BY RADIO**

# Who? What? Where? When?

A television set is now owned by one of every five families in the United States.

**Station WQXR**, *The New York Times*, presented a three-hour performance of Handel's *The Messiah* on December 25 from 3:05 to 6 p.m.

**Xavier University**, Cincinnati, Ohio, has been given \$2,500 by the Crosley Broadcasting Company for a study of the effects of television on children's homework.

**O. R. Bellamy** has joined the sales staff of WKRC-TV, Cincinnati, Ohio. Mr. Bellamy is a veteran in radio and television sales, having been associated with several other Cincinnati radio stations prior to joining Station WKRC-TV.

**TV stations and networks** now on the air employ approximately 8,500 persons, according to Richard P. Doherty, director, Employee-Employer Relations Department, NAB. The size of the average staff is 57 persons, of whom 39 are full-time employees and 18 part-time.

**Live television of college sports** has an adverse effect on attendance, according to a report made December 7 by the Television Committee to the athletic directors of the Western Conference. On the other hand, the athletic directors were told that theater television of Western Conference games had been a success.

**Thomas J. Wertenbaker, Jr., and Labe Mell** have been added to the teaching staff of the Radio and Television Department of the University of Miami [Florida] this year. Mr. Wertenbaker, formerly of Station WNBH, New Bedford, Massachusetts, took over supervision of radio production. Mr. Mell is teaching the introductory course in television.

**Ralph W. Hardy**, director, Government Relations, National Association of Broadcasters, was designated recently as secretary, Broadcasters Advisory Council. The Council is made up of representatives of the four major networks, the Radio-Television Manufacturers Association, the National Association of Educational Broadcasters, the Television Broadcasters Association, and the broadcasting industry. Established at the request of the federal government, its purpose is to advise with government on matters affecting national defense.

**Stations WNYC and WNYC-FM** broadcast the United Nations commemoration of Human Rights Day from the Metropolitan Opera House, New York, on Sunday, December 10, from 8:30 to 10 p.m. Participating in the event were Mrs. Eleanor Roosevelt, Marion Anderson, Claudio Arrau, the New York Philharmonic Symphony Orchestra [Dr. Fritz Busch and Sir Ernest McMillan conducting], and the Schola Cantorum [Hugh Ross conducting]. Charles Boyer and Judith Anderson were heard in readings from the Declaration of Human Rights.

**School libraries** in eight Georgia towns became new subscribers to the *AER Journal* in October.

**The National Association of Broadcasters** will hold the NAB-TV Organizational Conference at the Stevens Hotel, Chicago, on January 19.

**Josephine Heuer**, treasurer, St. Louis AER, reports 80 per cent renewals this year, together with the largest number of new members to date [13]. She and the officers and members of the chapter deserve congratulations.

**Adult night class attendance** is being hurt by television. Fifty cities reported that their adult education courses show a drop in attendance of 15 per cent because of television. One exception is the city of Albuquerque, New Mexico. That city is using television in its adult classes.

**William B. Hines** was named recently to the post of sales promotion manager of Radio Cincinnati—a corporation which operates Stations WKRC-AM, WKRC-FM, and WKRC-TV. He will handle research, market survey, merchandising, and product presentation for the firm's radio, transit, and TV operations.

**Station WMMR**, University of Minnesota "wired wireless" station, begins this month a service to University Village, a University housing area some two miles from the Minneapolis campus. It also serves Comstock Hall, Powell, Pioneer, and Centennial Halls, and the Winchell Cooperative Cottages, all campus dormitories.

**Dr. David Weglein**, public service counselor, Station WBAL, Baltimore, Maryland, and former superintendent of schools in Baltimore, died suddenly at his home in Baltimore on October 10. During his association with WBAL, Dr. Weglein had been a regular participant in the meetings of the Institute for Education by Radio in Columbus, and was a member of the AER.

**Stations WNYC and WNYC-FM**, constituting New York City's Municipal Broadcasting System, and the director, Seymour N. Siegel, were cited recently by the New York Academy of Medicine and the New York Tuberculosis and Health Association for "fifteen years of continuous broadcasting of health information to the citizens of New York." Both agencies have regular weekly series on the two New York City stations.

**Five Young People's Concerts** of the Philharmonic Society of New York are being broadcast exclusively by Station WQXR, *The New York Times* station, during the 1950-51 season. The initial broadcast was presented December 9, from 11:05 until noon. The remaining broadcasts [at the same hour] will be broadcast on January 6, February 3, March 17, and April 14. This is the eighth consecutive year that WQXR has broadcast these concerts for girls and boys from nine through fifteen years of age.

**Herbert M. Heilbrun** was appointed recently to the post of sales executive with Station WKRC-AM, Cincinnati.

**The University of Kentucky** presented 29 specialists on various phases of radio for appearance before the survey classes in Radio Arts during 1949-50.

**Station WNYC**, New York Municipal Broadcasting System, presents children's news twice each Saturday morning. The broadcasts are directed at listeners in the age group from 10 to 14 years and are each of five minutes duration.

**The National Association of Broadcasters** adopted a resolution recently urging the nation's broadcasters to sell time to candidates for political office at the same rates as those in effect for general business, rather than at higher rates.

**Mark L. Haas**, director of public relations and education, Station WJR, Detroit, and AER Great Lakes Region president, was transferred recently to Station KMPC, Hollywood. His new post carries the title of vice president in charge of broadcasts.

## NATIONAL OFFICERS

**JOHN C. CRABBE**, President, director of radio, College of the Pacific, Stockton, California.  
**KATHLEEN SAUBER**, First Vice-President, 180 Ridgeway, Rocomer 5, New York.  
**GEORGE JENNINGS**, Second Vice-President, director, Chicago Radio Council, 228 N. LaSalle St., Chicago 1.  
**GERTRUDE G. BRODERICK**, Secretary, radio education specialist, U. S. Office of Education, Washington 25, D. C.  
**BLANCHE YOUNG**, Treasurer, radio consultant, Indianapolis public schools, 150 North Meridian Street, Indianapolis 4.

## DIRECTORS AT LARGE

**I. KEITH TYLER**, director of radio education, Ohio State University, Columbus 10.  
**WILLIAM B. LEVENSON**, assistant superintendent of schools, Cleveland, Ohio.  
**KATHLEEN N. LARDE**, director, Station WDR, Detroit public schools, Detroit 6.  
**EARL WYN**, Extension Division, University of North Carolina, Chapel Hill.

## REGIONAL PRESIDENTS

**RUTH WEIR MILLER**, Northeastern, educational director, Station WCAU, Philadelphia 3.  
**PARA LEE BROCK**, Southeastern, Station WNOX, Knoxville, Tennessee.  
**MARK HAAS**, Great Lakes, director of education, Station WJR, Detroit.  
**ROBERT PORTER**, West Central, Department of Communications, University of Denver.  
**SHERMAN P. LAWTON**, Southwestern, coordinator of radio, University of Oklahoma, Norman, Oklahoma.  
**JAMES MORRIS**, Pacific Northwest, director, Station KOAC, Corvallis, Oregon.  
**ROBERT TRACY**, Pacific Southwest, University of Southern California, Los Angeles.

## ALPHA EPSILON RHO

The Association sponsors Alpha Epsilon Rho, an undergraduate professional fraternity in radio.  
**LOWELL JOHNSON**, Executive Secretary, Radio Workshop, Syracuse University, Syracuse, New York.

## AER JOURNAL STAFF

**TRACY F. TYLER**, Editor, University of Minnesota, Minneapolis 14.  
**GEORGE JENNINGS**, Business Manager, director, Chicago Radio Council.  
**A. L. CHAPMAN**, University of Texas; **BELMONT FARLEY**, National Education Association; **WILLIAM LADD**, State College of Washington; **WILLIAM H. SENER**, University of Southern California; **TRACY F. TYLER**, University of Minnesota; **Editorial Board**.



merits. Entered as second-class matter October 2, 1945, at the post office at Chicago, Illinois, under the act of March 3, 1879. The Association for Education by Radio is incorporated under the laws of the State of Illinois as a non-profit organization for the purpose of furthering the best interests of radio and education.

The Journal of the AER, published monthly except June, July and August by the Association for Education by Radio, Association and Business Office: 228 North LaSalle Street, Chicago 1, Illinois. Editorial Office, to which all material for publication should be sent: 111 Northrop Memorial Auditorium, University of Minnesota, Minneapolis 14, Minnesota. The Journal of the AER goes to all members of the Association. Annual dues \$3, of which \$2 covers a year's subscription to The Journal of the AER. The payment of dues entitles a member to attend all meetings of the Association, to hold office and to receive services. Send applications for membership to **Blanche Young**, treasurer, 150 N. Meridian St., Indianapolis 4, Indiana. Advertising rate card sent on request. The Association assumes no responsibility for the point of view expressed in editorials or articles. Each must be judged on its own merits. The Association for Education by Radio was organized in 1929. The Association for Education by Radio is incorporated under the laws of the State of Illinois as a non-profit organization for the purpose of furthering the best interests of radio and education.



## Thoughts for the New Year

**A**S THE EDITOR BEGINS his usual monthly chat with *AER Journal* readers, this issue would normally be reaching them. There are several reasons for the delay.

The sessions of the School Broadcast Conference in Chicago were used as the occasion for meetings of the AER Executive Committee. There it was decided that the full text of the new AER Constitution and By-Laws should be published in the January issue so that the members could study it before voting in March on its adoption.

It was felt that the membership should also receive information relative to the actions taken by the Executive Committee. These have only now been received from President Crabbe.

Then there were the problems faced by the Editor because of heavy duties on campus and at home. These prevented his giving his usual long hours at nights and on week ends which are required to write and edit the necessary material to fill each issue. He makes no apologies for his share in its lateness. They were inevitable and inescapable when the editorship is held by one who has a full-time position and, in addition, was devoting more than the usual time to the home adjustments involved in the uniting of the two families which were brought together as a result of his marriage on November 17. This involved the acquisition of an attractive seven-year-old daughter as a sister for his two minor sons of eight and ten, to the mutual benefit of all three.

The current issue presents an excellent article on educational television by Past President George Jennings of the Chicago public schools. Although the article was prepared before the initial hearings on TV allocations which the FCC called and concluded on December 8, it gives an excellent picture of the situation.

The "Educational Stations of the Nation" series offers a story on WLSU, Louisiana State University. It is a write-up which the Editor has been trying for some time to secure for *AER Journal* readers and its appearance at this time is most gratifying.

The story on Minnesota's Radio Guild, written some months ago, should be of considerable value to those interested in teaching the various production skills.

A number of replies have been received by the Editor in response to his November request to his readers to write him their reactions to the *Journal*. A reader from New Orleans replied: "The *Journal* as is in its setup is excellent and acts as an inspiration to me each month. It has been the means of my adopting many of the suggestions within its pages. For example, Minnesota Experimental Tape Recordings are being used in my classroom and many others."

A Chicago writer states: "To me, the *Journal* has been more than 'satisfactory.' Through the issues I have been privileged to receive it has been a constant source of inspiration, guidance, and help. I have found myself building

files based on the contents, clipping these according to topics, and having them ready for reference when needed. You have no idea how often I have relied on these to give me the courage to go ahead with new assignments, and confidence to speak for educational radio and television, for through my '*Journal* background,' I had the thinking of the experts in the field to back me.

"There must be others like me who, time and time again, must have felt insecure or inadequate to meeting some assignment or responsibility thrust upon them unexpectedly. It's a grand thing to have this fund of knowledge ready to serve those needing it at such a time.

"More than this, the *Journal*, under your able leadership as Editor-in-Chief, has improved steadily through the years. I hope it will be allowed to continue through many, many years to come in its new and improved format, and with its many excellent services."

Television is still a major topic throughout the nation when parents get together. There is no doubt that too many parents have procured sets before they were willing to face the responsibilities which ownership involved. True, TV makes an excellent "baby sitter." But have parents done their duty by their children merely by keeping them "out of the hair" of each other and of the neighbors' children? The unfortunate advertising which first appeared in the *Washington Evening Star* might have gone unanswered had it not been that our NEA officers were alert.

What activities does a child need to engage in if he is to reach his maximum potentialities? If a TV set serves as such an attractive nuisance as to substitute for the more desirable and active forms of recreation which his growing body and mind require, are his parents doing him a service by bringing TV into the home?

Radio, in many homes, has been detrimental because it was not wisely used. Does radio deserve to receive the entire blame for this? Do not parents have some responsibility? Television has many elements which make it more attractive to children and adults than is radio. Does not this suggest that, when a TV set is installed in the home, both parents and children need to learn to be discriminating in its use? What proportion have?

The better teachers today are trying to help their pupils develop standards for the selection of radio programs, just as, for a longer time, they have been attempting to teach appreciation and discrimination in such fields as reading and music. Some teachers have already added units on television. Wise parents will applaud this move. They, too, will seek all the help they can get to the end that the radio and television may become useful servants in the development of themselves and of their children, rather than masters who substitute cheap entertainment for more enduring and worthwhile forms of leisuretime activity.—TRACY F. TYLER, Editor.

## The President's Page

**M**ANY HAVE INQUIRED as to why your new president has had no message for the members of the AER in recent issues of the *AER Journal*. There are several reasons, the most important being the conditions under which your new administration is serving at the present time.

At Executive Meetings in Columbus, Ohio, last May there was a widespread feeling that a number of changes in the AER organization were necessary, and when, because of extreme pressure of local duties and responsibilities, George Jennings found it necessary to ask to be relieved of his presidential office, the responsibilities of reorganization suddenly fell upon the shoulders of his lieutenants on the officers' roll. Coming as a complete surprise to his successor, it has taken some time to orient myself.

First of all, I felt obligated to examine very thoroughly the present status of AER, and secondly, to take certain steps in terms of that examination. Actions finally taken have been upon the recommendations of the Executive Committee, located in various parts of the country. All of this, of course, has been time consuming. Our thinking was brought to a head at the Executive Sessions which were held during the School Broadcast Conference in Chicago, December 12 and 13. Only now is it possible to announce a definite program for the future of the AER.

I feel certain that many members have wondered about the values of continuing our organization. Conversely, I'm sure that equal numbers have never questioned those values. In any case, doubts have been expressed and it is the duty of your officers to analyze such a situation as carefully as possible and to arrive at the valid conclusion that will assure the right plan to follow for the benefit of the majority.

At the request of your president a committee on AER Reorganization was formed. It consisted of elected officers, together with two additional advisors. The committee was charged with looking into the AER from all angles and making recommendations for future plans to implement present ones.

**The Constitution**—Our Constitution seemed to require certain corrections so as to make it less ambiguous and cumbersome in certain respects. Allen Miller, director, Station KWSC,



JOHN C. CRABBE, who became AER president in May, 1950, upon the resignation of GEORGE JENNINGS. Mr. Crabbe is director of radio, College of the Pacific, Stockton, California, and previously was AER 1st vice-president.

State College of Washington, Pullman, was appointed as a one-man-committee to do the job. The results of his efforts appear in the current issue of the *AER Journal* for your careful study, after having been approved by members of the Executive Committee. I'm sure that you will agree that Mr. Miller's efforts reflect a keen insight into the problems of national organizations of this nature. You will be asked to vote on the acceptance of the new draft on March 1, 1951.

I assure you that the suggested changes are intended to clarify our operations and to make our Association more meaningful. The new draft contains some rather sweeping changes in our plan of organization and your cooperation in voting upon its acceptance is earnestly solicited.

**The Journal**—Our official publication, the *AER Journal*, has come up for much discussion. Our editor, Dr. Tracy F. Tyler, of the University of Minnesota, has served us faithfully, thoughtfully, and skillfully for many years. It is the hope of our officers, and I'm sure of many members, that he will continue to serve us in that capacity.

Certain changes in the *AER Journal*, however, seem to be in order. They are not new, for they have been recommended repeatedly at our meetings, but follow-up of those changes has not been executed by the dictating body, and the result has brought about unjust criticisms of the editor.

At our meeting just concluded in Chicago, several modifications in format and content were recommended. For the balance of the fiscal year, 1950-51, the *AER Journal* will continue in its present form, as the only publication of its kind devoted to the field of radio and television in their relation to the fundamental educative and cultural processes.

In the meantime, your editor and the members of the Reorganization Committee, looking into our publications, will investigate new formats, new ideas, new thinking for our *AER Journal*, so as to try to make it a more significant instrument in the field of mass communication.

**Local Organization**—Our next step is in the field of strengthening our local organizations. Much thought has been given to this problem and the minutes of our discussions in Chicago appear in this issue for the information of all members.

I am happy to report that our committees are at full strength, personnel-wise. Their specific functions in relation to their service to all of us will be defined at an early date.

Our emphasis for the year beginning May 1, 1951, will be in the direction of strengthening the organization. I ask that each member write me of his feelings concerning the items mentioned above and suggest ways for implementing each of them. I promise, in turn, that your opinions will be given careful consideration in our planning.—  
JOHN C. CRABBE.



# The Present Status of Educational Television

IT IS DOUBTFUL if education will receive preferential treatment in the allocation of vacant frequencies in the present TV band. Under the present situation if the Chicago public schools were to make application for a vacant band it would be necessary to "fight" the several commercial stations and other commercial interests who have made or signified their intention of making application for one of the three vacant bands in the Chicago area. This would involve great expense, legal talent, hearings before the Commission in Washington. Probably education would find itself on trial, rather than the opposite. The commercial stations have been operating for several years; no public school system has attempted to operate its own station; the schools are not equipped with receivers; parents and taxpayers, misunderstanding the educational uses of television, might be brought forward to oppose education's cause.

The representatives of many educational organizations, meeting recently in Washington, thoroughly considered the implications of the paragraph above and decided because of the facts, or, in spite of them, that they would ask for "preferential treatment" in the allocation of present frequencies. This means [if education's case was strong enough in the November 27 hearings] that if the Chicago public schools made application for one of the present vacancies, we would not have to "fight" the other applicants—the making of the application would *a priori* give us the license to operate. A great number of commercial interests have indicated they will oppose this proposition.

It is doubtful if any public school system can afford to operate in the so-called UHF bands. This is uncharted, unexplored spectrum area. There is but one experimental station operating in the band; no receivers have been built; no one seems to be sure of the properties of the frequencies; most engineers tentatively suggest that the power-input to the transmitter will have to be enormous—in the neighborhood of 2 million watts to cover an area with a radius of approximately 20 miles. [This figure is probably not too accurate, but it is an indication of the

terrific wattage needed to push the signal out an extremely short distance.] The educators previously mentioned, figuring that half-a-loaf is better than none, agreed to ask for reservations of frequencies in the UHF band despite its present limitations. Pushing education into this unknown territory of the spectrum seems to be a "sop"—offering a hungry man sawdust instead of bread. The Commission, and industry [who will control the present excellent band], will point with pride to the fact that education has very generously been given frequencies [which are not only unusable and unknown, but with which education will have to experiment at great expense]. Who then can say that industry has been hogish?

Present television operators have done great lip-service to education and public service, "the voice is indeed that of Jacob but the hands are the hands of Esau." In other words, there isn't any public service on television; there are, in the minds of the broadcasters, too many factors against it—expense, red-ink operation, lack of audience interest. The broadcasters themselves do not realize the power of their medium except as it sells merchandise. Education or any other organization, good or bad, can buy time but it is prohibitive in cost and when talent, production fees, costuming, sets, and all other expenses are included education is frozen out. The answer to this problem might be to sponsor in-school broadcasts, but this is particularly distasteful to the educator, as sooner or later, even though the sponsor has the best intentions in the world, he may want to control the educational content of the broadcast and may insist on "commercials" to his greater advantage. It is against all the ideals of education that any single sponsor or industry should have the privilege of addressing a particular message to students in the classroom at any level. The educator must control the entire program; he must present material which is meaningful at specific age and grade levels; he must, in classroom telecasting, use the "rifle" instead of the "shotgun" method of most television programs for children; he must not do the teacher's job,

but rather supplement it, making the teaching process and the learning process more facile, dynamic, stimulating. It is the educator's job to stimulate thinking, motivate creative action, not to hypnotize an audience so as to hammer home a sales message. Sponsorship of in-school broadcasts seems not to be the answer.

If it were possible for a number of school groups and universities to co-operate in the financing, building, and operation of a community TV station we might have a possible solution. Possible cooperators in our area are the Chicago public schools, the Cook County schools, the schools of the Catholic Diocese, the University of Chicago, Loyola, Mundelein, Armour Tech, De Paul, the University of Illinois, Roosevelt College. The weakness in this plan is financial. The group might not be stronger than its weakest link. Chicago once had the University Broadcasting Council—three universities in a co-operative venture. It folded when the weakest school financially pulled out. The operation of any TV station is expensive, and such a cooperative venture probably should think of looking to a Foundation for operating expenses. The greater the number of participants the less the cost, but, also, the greater possibility for jealousies, squabbles over allocations of time, program content, staff, and similar details.

The most logical and probably the most hopeful plan for the Chicago public schools to consider is the one we have discussed for some time. We must obtain at least one camera chain [preferably two]; build in-school programs; have those programs viewed by administrators, principals, teachers, and students; evaluate them thoroughly from every angle; then present them to a commercial station with a public service conscience [or budget] with considerably more confidence and knowledge of their potentialities than we have at present. This is the plan on which the entire in-school television project of the British Broadcasting Corporation is predicated, except that they propose to do such a study of possibilities for five years before making a single in-school broadcast! Despite the

promotion and publicity given what few school systems are doing on television, most of the current programs are of a public-relations nature rather than of classroom supplemental value.

With talent costs what they are, it would be possible for us to book a different high school group on a dozen different sponsored TV programs daily; but is this our function? Is this not a direct exploitation of youngsters that is beneath the professional standards of the Chicago public schools? What of the content of many of these programs? Given a suitable sponsor, and reasonably good taste in the content and personnel of the show, an occasional "participation" might be justified, but it has been our experience that "occasional" soon becomes frequent and the demands upon the schools become so great that actually the educational process suffers.

A final alternative, and one which we have been promoting, is to consider carefully what is being broadcast; consider its educational implications; promote interest in and in-school use of such programs as seem to fulfill most of the requirements of an educational telecast as we see them. It is a "pious hope" that other sponsors and telecast-

ers will "go and do likewise." And yet, the Encyclopedia Britannica program, which parents and educators alike considered excellent and which was promoted in this way will probably leave the air at the end of its first thirteen weeks!

When and if education can have its own TV station, television will truly become a great medium of education [both formally and informally]. But education should not be satisfied with an allocation in an unexplored region of the spectrum; education should demand preferential treatment from the Commission in the present band; educators should look well to the present television operation; should demand public service time from the broadcasters now operating presumably in the "public interest, convenience, and necessity." I have yet to see the fulfillment of that tenet of license-holding in nine-tenths of the material broadcast.

Unless educators are quick to demand their rights as telecasters, when and if we ever get to operating our own station, our audience, the youngsters in the classroom, will be so imbued with the present low-standards of entertainment telecasts that we, of neces-

sity, will have to lower our sights. This is the great failing of motion pictures in the classroom [unless every film has a cowboy, or for older students some love interest, it is a failure in the mind of the viewer]! Already, teachers notice this trend [one Evanston teacher remarked that unless her classroom presentation approached the sub-standards of the television program, her children lost interest]. Do our teachers have to learn the language of Hop-along Cassidy, the smirk of Milton Berle? Do they have to wear the costume of Miss Emerson?

As usual, education arrived in Washington with too little, too late. The FCC was asked for an extension of time, but this was refused and hearings began on November 27. It will be amazing if education comes away from Washington with anything more tangible than the blessing of Commissioner Hennock, and a copy of John Crosby's *McCall's* article for a crying towel. We may have some insignificant channels that no one has ever used, for which no transmitter has ever been built, and for which no receiver has ever left the laboratory.—GEORGE JENNINGS, director of radio, Chicago public schools.

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## Educational Stations of the Nation—WLSU

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**G**OOD MUSIC, GOOD SERVICE PROGRAMS, and much use of unusual faculty and student talent are standard operating procedure for WLSU, as they are for most educational radio stations.

But the Louisiana State University's 1,000-watt FM station varies from the norm in its experimental approaches. This staff will try anything, and most often it works.

For instance: a live broadcast of an entire University opera production, complete with off-stage commentary and intermission interviews with critics. The whole three hours recorded, and used over in excerpt form on later programs.

For instance: preview program of the Baton Rouge Children's Symphony concert, to give child listeners better understanding and appreciation of the music they would hear later.

For this program recordings were made at Symphony rehearsals. Then

the conductor himself acted as "disc jockey" to explain the various passages—what effect he wanted to achieve in the violin or flute section—why he had stopped the musicians in mid-flight to perfect a particular tone.

For instance: this year's venture into bringing the increasingly important factor of good human relations down to a "beginners" level, by creating a *Living with Others* program for in-class listening of first- to third-graders.

Interesting stories point up the moral without being stuffy. And once-a-month a "small-fry" student panel files into the studio to air their own comments on why it is unprofitable to sling a rock at a bothersome playmate, or other equally anti-social conduct.

For instance: the *Great Plays* series, presenting both full-length and condensed adaptations of such famous playwrights as Shakespeare and Ibsen—with speech students, faculty mem-

bers, talented townspeople taking the roles.

If experimental projects lead to technical hazards, that's all right too. Four broadcast points were needed for the opera airing, so four were set up and coordinated with split-second timing. When the program director wants to pick up a program in the outdoor Greek Theater, the chief engineer merely drops a mike with a long extension cord out of a window of the Music Building which is on the WLSU line.

Also in the technical field, WLSU took part in the South's first experiments with direct relay broadcasting, in the Continental Network, and for two years successfully exchanged programs with WRCM of New Orleans without benefit of telephone lines.

The station at Louisiana State University came into being officially on New Year's Day, 1948, as the first university-operated FM station in the deep south. Application for a construc-

tion permit had been authorized in April, 1945, and the two-and-a-half year lapse was put to good use in research on best methods and techniques.

The result of the long-range planning is what has been called "one of the most perfectly built low-cost radio stations in the country."

Studio and transmitter building are combined in a small and ultra-compact unit on the edge of the LSU campus. Not a single square inch was wasted in the final design: the record library shares space with the reception hall; the control room, which directly serves the two studios and an announcer's booth, also includes fine recording equipment that was half commercially built, half devised by the ingenuity of Chief Engineer Cecil Gibson.

Office, workshop, and transmitter room are also included in the one building.

WLSU operates seven hours and thirty minutes daily, Monday through Friday, going on the air at noon, recessing from 3:00 to 5:30, and continuing broadcasts until 9:30 p.m. On Sundays, the station goes on the air for just one hour, to send the special *LSU Speaks* program to WNOE in New Orleans.

The WLSU staff is headed by Ralph W. Steetle, a Cleveland Yankee, who came south to get his bachelor's and master's degrees at LSU, and decided to stay. He was director of radio [off-campus] and a member of the speech faculty for four years before taking a war-time post in the Department of State's Division of Cultural Relations.

With the State Department he produced radio programs in an international education program to the United Nations, and helped establish an exchange of cultural scripts and recordings with other nations.

Steetle held a Rockefeller fellowship for study and research in radio, and spent a year in the New York studios of NBC and CBS. His undergraduate work in electrical engineering has come in handy on technical problems of the University's low-budget broadcasting.

Lucile Ruby, program and production supervisor, came to LSU after three years of radio work at Stephens' College. She has worked for two summers at NBC and CBS studios in New York. This past summer she was one of 23 named to attend the Allerton

House seminar, as was Steetle for the summer of '49.

In charge of station operation and recording is Cecil Gibson, whose background includes radio engineering and recording for Little Rock, Arkansas, stations, and service as radio technician in the navy. A talented organist, Gibson was a music student at LSU when WLSU got underway, and with his engineering experience was the natural choice as head technician. On the side, Gibson holds a pilot's license, and is currently building a pipe organ for one of the campus student chapels.

The full-time staff also includes Continuity Chief May Burton, a transcription librarian, and office manager. Qualified University students are announcers, assistants in writing and engineering, and office workers.

In the University organization plan, WLSU operates under the supervision of the General Extension division, headed by Dr. J. W. Brouillette.

The service programs are of particular value in the extension work, with emphasis on the agricultural side. The station feeds a daily quarter-hour agricultural program to WNOE, which transmits it throughout the state on 50,000 watts of AM power. Weekly programs are recorded, too, for Agricultural Extension, and sent out to stations all over Louisiana.

WLSU's "School of the Air" is a daily, Monday through Friday, broadcast for in-class listening in the elemen-

tary grades, and at last count had a child audience of nearly 10,000.

Every school in East Baton Rouge parish now has FM receiving sets [most of them financed with cookie sales and PTA enthusiasm] especially for the project, and at least one neighboring parish has also equipped its schools for WLSU listening.

Most popular adult music program is the *Twilight Symphony*, an hour of music in the more melodic classic vein, with a carefully written commentary. A nucleus of every-night listeners declare they sit at the radio with program notes in hand, combining pleasure with a music appreciation course.

First-of-the-season programs mailed to regular listeners [and the station has an excellent list of them], and to all civic and cultural leaders in Baton Rouge, includes complete listings of the music to be played on the major regular broadcasts of the term—a service that has brought much comment.

WLSU is still an infant, in time on the air, but a lusty, growing infant. And one with an enthusiastic set of plans for the future, including an expansion of service programs and wider cooperation with AM stations of the area.

One thing about that future you can be sure of: WLSU will never be in a rut. A new idea, an experimental approach, will always have the green light on the Louisiana State University station.—WILBUR DOUGLAS.



A third grade forum panel discusses behavior problems with their teacher on *Living With Others*, one of the WLSU *School of the Air* series.

## Minnesota's Radio Guild

OF THE STUDENTS, BY THE STUDENTS, AND FOR THE PUBLIC, is the philosophy of the University of Minnesota Radio Guild. The members are in it for a number of reasons—the satisfaction of doing something worth while, the thrill of being on the air, the friendship of people with similar interests and ambitions, the knowledge that their experience at KUOM, the University of Minnesota radio station, will be of inestimable value if they want to work in commercial radio. There are more reasons than there are Guild members.

There are 40 active members and about 20 in the Waiting List who do as much work on the air as some of the members. Almost all of the production staff of KUOM are Guild members, and most of them came "up from the ranks" through the Guild Workshop, Waiting List, and active membership.

"Up from the ranks" means a lot of hard work, but it pays off. Getting into and working with the Guild is a big share of the educational curriculum for these students. They don't get credits toward degrees for all this, but many of these radio students take their Guild work more seriously than the courses taught in the regular classrooms. They try to fit their class schedules around the KUOM rehearsal and broadcast schedules. Many of them work 15 or 20 hours a week on rehearsals and broadcasts.

KUOM broadcasts five 15-minute dramatic or semi-dramatic School of the Air shows each week. These range from *Penny and Paul*, who take trips to various interesting parts of the world accompanied by Mr. Reynolds, to *Your Schools and You*, a program for adult listening that features members of the faculty who talk on educational problems.

The station skimped on its regular dramatic shows one year to put a phenomenal amount of work into a series of 13 half-hour recorded shows called *Tales of Minnesota*. These gave the listener a flavor of Minnesota in the early days when pioneers "built this state out of virgin wilderness." The occasion for the series was the

celebration of the Minnesota Territorial Centennial.

The recordings were distributed to 20 different Minnesota stations for broadcast. The shows were of professional caliber; months of research by members of the KUOM production staff and 12 or 13 hours of rehearsal for each half-hour show went into the productions.

One of the best of these *Tales of Minnesota* was the story of a fantastic gold rush in the early days of the territory. Hundreds of people dropped their work, sank their savings into equipment and provisions, and set out for northern Minnesota to dig for gold. The people of the Twin Cities eagerly awaited news of the riches to be found in the North. Nothing was found but lakes, streams and forests. The report of gold discovery had been a hoax.

Another highly dramatic show in the series was *Holocaust*. It told the story of the great fire of 1894 that completely wiped out several villages southwest of Duluth, including Hinckley, then the site of one of the greatest sawmills in the world.

The productions were all highly dramatic, and part of the story was always told by eye-witnesses or recognized authorities.

The Guild itself is about one-tenth as old as Minnesota. It was organized in April, 1939. Reid Erickson was then director of dramatics at WLB. [WLB were the original call letters of the University of Minnesota station.] He borrowed people from the University Theater to put on a series of half-hour radio plays called *The Playhouse*. It was a hit-and-miss proposition, partly because the actors' main interest was the theater.

Those most interested in radio dramatics were dissatisfied with the situation, and someone suggested to Reid Erickson, "Why not have an organization of our own?" Erickson agreed to try it, and an independent Radio Guild was organized as the station production unit for the one *Playhouse* show.

The Guild gradually acquired more responsibility until, after a year and a half, it became responsible for all of the dramatic sequences in the Minne-

sota School of the Air Shows.

The Guild did a lot of work before the war in experimental writing and production. When the members put on Archibald MacLeish's *Air Raid*, they worked on it seven weeks for a total of about 50 hours. Seven microphones were used in that production. One of the problems was how to get the effect of approaching bomb explosions. The explosions had to be spaced to time with the dramatic lines. Obviously it couldn't be done with recordings. The solution: a sound technician dropped an inflated basketball bladder with a handful of air rifle shot inside it onto the floor at the proper time intervals, while moving closer and closer to the sound microphone. The effect was almost perfect realism.

During the war, putting on dramatic shows was a tough proposition; there just weren't enough men around. That is why there was quite a preponderance of radio plays at that time with principally female casts. *Little Women* was one of the obvious answers to the problem. Then, of course, plays with small boys' parts call for female voices, and animal and bird voices can usually be played by women.

The Guild has grown up again since the war, and there is a proper balance now of men and women. In the *Tales of Minnesota* series, men were almost the only cast members. It seems that women didn't make much history in pioneer days.

Women did make history, though, in the pioneer days of radio production at KUOM, and the women graduates of the Guild are making history now as well as the men. Betty Girling, one of the original organizers of the Guild, is now director of the Minnesota School of the Air. Her specialty is writing children's scripts, and she has plenty of enthusiastic fans among the kids of Minnesota.

Phyllis Skogan is on the staff of the drama department at Stevens College in Columbia, Missouri. Corrine Holt Rickert is assistant director of radio for the University of Miami. Rosemary Redmond is women's editor for KOTA, Rapid City, South Dakota. Mary Jo Bischoff, now Mrs. James Borreson, is radio director of the Minneapolis In-



stitute of Arts. Helen Marie Backlin, now Mrs. McFie, has a film contract in London. A number of other women who were Guild members are doing well now in radio or related fields.

We can't forget to mention a few of the men, though. Phil Gelb is publicity director for the American Medical Research Group in Chicago. They do six broadcasts a week over ABC. Glenn Smith is business manager for the Ft. Wayne Civic Theater. Kenn Barry is assistant television production director at KSTP, St. Paul.

Dr. E. W. Ziebarth, director of the School of the Air when the Guild was first organized, is now chairman of the Speech Department at the University of Minnesota, educational director of WCCO, and regional educational director of CBS.

This doesn't begin to complete the list. Almost all of the original organizers of the Guild are in radio work or related fields now.

The Guild has a straightforward, fair, and effective method of selecting and training students for membership. It is done through the Workshop and the Waiting List. The Workshop is, in effect, a very demanding course of study in radio acting or technical work. It is almost entirely what might be called laboratory work.

Since Guild work is not recognized as curricular by the University, prospective members can be screened by auditions on the basis of estimated basic ability. This eliminates a lot of useless effort on the part of those who probably could never make the grade in radio anyway. In fact the Guild simply couldn't serve the station and the public as it does if it were part of the University curriculum.

Each quarter, about 125 people, on the average, audition for the Guild. About 40 of these are selected for work in the Workshop. The Workshop class is divided into about six groups, and two Guild members are assigned to each group, one as director and the other as assistant. The director and assistant of each group instruct the Workshopers in some of the basic principles of radio acting, and then they select a 15-minute radio play that will be practicable for the performance of their group.

At a regular two-hour session each week for three weeks, all of the groups rehearse their plays, taking turns at

using the studio where all of the regular production equipment is available. In addition, each group meets for extra rehearsals arranged to fit the schedules of the members and the studio bookings. Often, the directors or assistants give extra individual instruction to group members who need it or ask for it.

Then, at one regular two-hour Workshop session, each group puts on its play to an audience of the other groups. All of the directors and assistants judge the individual performances, and the class is then divided into two sections. Those who did well enough are put into a group called the Waiting List, and the others are reorganized into new groups who rehearse and produce another set of Workshop shows the same as before. After the second group of performances, final dispositions are made. The Workshopers then are either promoted to the Waiting List or dropped completely. Of course, those who are dropped can audition again another quarter. The whole process is repeated each quarter.

The Waiting List is not a waiting list in the ordinary sense of the term. A Waiting List member can get into the Guild as quickly or as slowly as his ability, ambition, and available time warrant. Many of them drop out completely because of lack of interest or discouragement.

To become a Guild member, a Waiting List member must earn 20 acting and 20 technical points. The acting points can be earned only on shows that are actually broadcast. The Waiting List member may be competing with a number of experienced Guild members when he tries out for a broadcast, so he has to be able to do a pretty good acting job.

The points earned in each broadcast range from one to three depending on the length of the show and the importance of the part played. Waiting List members have been known to earn all 20 acting points in two weeks, but it usually takes one or two quarters.

The technical points are earned for doing sound effects in shows or in routine work—usually clerical—for the Guild. One point an hour is given for the other work.

A special technical group in each Workshop class is trained to do various kinds of technical work including sound

effects. But the important thing they learn is how to run the console. The console is a record playing machine with three turntables, four playing arms and a frightening number of control knobs and switches. The technical group learns how to cue in records, effect fade-ins, fade-outs and cross-fades, and monitor one record while one or two others are playing. And they practice the techniques until they become almost automatic. Then they are ready to take over the job of "doing console" on the air. They start by running the console for the Workshop shows.

Training doesn't stop, of course, when the Waiting List member becomes a Guild member. Every show—every tryout for a show—is valuable training experience. Usually, Gamma chapter of Alpha Epsilon Rho sponsors an advanced workshop for Waiting List and Guild members. There is training in this class in writing and production as well as in acting and technical work.

The entire training program of the Radio Guild would be impossible, however, without the facilities of Station KUOM. The Guild owes a vote of thanks to an enlightened station management that leaves the Guild members remarkably free to use their own judgment in actual production and to use the station facilities for training recruits. The history of relations between the Guild and the station management has been one of generous cooperation on both sides.—LOREN PAYNTER, member, Alpha Epsilon Rho, and of the University of Minnesota Radio Guild.

### **Elizabeth Marshall Honored by SBC**

By vote of the National Advisory Committee, the School Broadcast Conference conferred its Annual Award of Merit on Mrs. Elizabeth E. Marshall, assistant director of the division of radio, Chicago public schools, and State Radio Chairman, Illinois Congress of Parents and Teachers. This Award was made for "Meritorious Service to Educational Radio," a phrase which hardly does justice to Mrs. Marshall's knowledge of the field, her enthusiastic and forceful adaptation of radio and television to education, and her dynamic interpretation of their potentialities at all levels of service.

# Minutes of Chicago Meeting of Executive Committee

The following officers, comprising a quorum, were present at a meeting of the AER Executive Committee held in Hotel Sherman, Chicago, on December 12, 1950, at 3 p.m.: John C. Crabbe, *president*; George Jennings, *second vice-president*; Blanche Young, *treasurer*; and Gertrude Broderick, *secretary*. Representing the Board of Directors were Mrs. Kathleen N. Lardie, and Dr. I. Keith Tyler. Also in attendance were William D. Boutwell, member of the Reorganization Committee; and James Macandrew, member from New York City.

President Crabbe explained at the outset that his reason for calling the special meeting was to take advantage of a time when a number of officers and board members would be together while attending the annual School Broadcast Conference. He explained that a number of pressing matters required attention. He reviewed briefly some of the results of the work of the Reorganization Committee, which was appointed at the 1950 spring meeting in Columbus, Ohio. Progress was reported on a number of items but Mr. Crabbe pointed out that a considerable number of problems listed at that meeting were as yet unsolved. Among the chief topics for the discussion which followed were:

**1. The Constitution.** First item on the progress report concerned the redraft of the Constitution which had been done by Allen Miller, director of radio at Washington State College, Pullman, and submitted for approval to officers and members of the board. It was generally agreed that Mr. Miller had done a splendid job of clarifying certain points in the original draft of the constitution and that it now was ready for ratification by the membership.

According to the present constitution, "proposals for amendments must be published in the *AER Journal* not less than two months and not more than six months before they are submitted to vote by mail ballot to the membership." It was pointed out that instead of publishing the complete copy of the proposed new draft, as requested, in the December issue of the *Journal*, the editor had merely called attention to suggested changes in the new draft, and since members were as yet without copies of the complete text, the "suggested changes" were meaningless.

**Action.** The secretary was instructed to notify the editor of the *Journal* by wire, to publish the proposed new draft in its entirety in the January issue of the *Journal*; and to take the necessary steps for duplicating copies for balloting the entire membership by mail in March.

**2. Local organizations.** A considerable amount of discussion centered around local and regional AER chapters. Concern was expressed over the absence of uniform standards of organization, with resulting wide variation in operations. It was recalled that in its early days of organization, great store was laid upon the value of local groups and the part they could play in building a strong national organization. Many of them were extremely effective, but they depended for

their success upon the enthusiasm of certain few leaders who programmed their activities on the basis of wide acquaintance with personalities and conditions, rather than upon an established pattern of procedures. It was felt that the time had come when there should be some clarification of the functions of the local groups and of their relationship to the national organization.

**Motion** was made by Blanche Young, seconded by Keith Tyler, that steps be taken to legalize local organizations by defining them somewhat as follows: a local AER chapter shall be a group having a minimum of 12 members, belonging to the national organization; that at least three meetings a year be held; and that a copy of the local constitution shall be deposited with the national secretary, together with names of officers; and that changes in personnel shall be reported regularly. *Motion carried.*

In the discussion which followed, reference was made to accrued funds in some local treasuries which were not being used, and the suggestion was made that perhaps those funds might well be returned to the national treasury, if within reasonable time they remained unused by the local organizations. While it was agreed that no such steps should be taken at this time, it was felt that the above action on the part of the Executive Committee might have the effect of achieving some of the original objectives by stimulating programs of action at the local level, and of promoting voluntary reversion of unused funds to the national treasury in instances where local programs were not actively being carried on.

**3. Election of officers.** The president reported that Paul Bogan, University of Nebraska, had agreed to serve as chairman of the Nominating Committee, to be responsible for preparation and mailing of ballots for the forthcoming election of officers [national and regional] in the spring of 1951. Since ballots for nominations would be ready for mailing about the same time as mailing of copies of the new draft of the constitution, it was agreed that time and money could be saved by combining them in one mailing from the secretary's office.

There was a reminder that the names of candidates for regional offices should likewise appear on the national ballots, and the chairman of the Nominating Committee is to be so advised, and instructed to communicate with regional presidents for assistance in making up regional slates.

It was likewise agreed that Mr. Bogan might well be asked to serve as chairman of the Board of Tellers, to receive final ballots in accordance with provisions in Article IV of the Constitution.

**4. Membership Committee.** Mrs. Lardie reported briefly on her efforts as Membership Chairman, to launch a drive for new members as well as re-enlistment of old members. The drive so far had been only partially successful. She proposed the publication of a roster of members as a promotional piece. While there was general agree-

ment that a roster would be useful, the present condition of the treasury would not permit use of funds for printing such a list. A counter-proposal to mimeograph the list was made and Mrs. Lardie was advised to investigate possibilities of having one prepared.

**5. The Treasury.** Blanche Young, the treasurer, reported a balance in the treasury of approximately \$1,800, with bills payable amounting to about \$500, leaving an unencumbered net balance of approximately \$1,300—an amount insufficient to pay for the cost of publishing the *Journal* each month until May.

It was recommended that as a means of economizing, the April-May issues be combined into a Yearbook, and that a concerted effort be made to solicit enough advertising revenue to offset any possible deficit.

**6. The Journal.** As happens in all meetings, the *AER Journal* was discussed at length in this one. Since it is regarded as one of the chief selling points to prospective members, there always is concern as to whether or not it is fulfilling the needs of greater numbers of readers, and if not, in what ways it can be improved.

The efforts of Editor Tracy F. Tyler are warmly applauded by all for it is recognized that he publishes the *Journal* under extremely difficult limitations. It is becoming increasingly clear to board members that the job of editing and publishing the *Journal* should not be placed upon the shoulders of one person and that ways must be found for others to play an active part in assisting the editor, by determining policies with regard to style, content, etc., and by assuming a share in the responsibility for obtaining worthwhile material. Following are some of the points discussed in the meeting:

a. *Combining the April-May 1951 issues*, while ostensibly an economy measure, could with the proper planning and help, be made into an attractive *Yearbook* commemorating the tenth anniversary of the AER. To that end, an editorial committee would be appointed by the president, to work with the editor in preparing a list of suggested topics for inclusion in the *Yearbook*; invite outstanding writers to prepare them; and to draw up plans for soliciting advertising on a broad scale.

It was agreed that the editor should be consulted about the idea and if agreeable, for him to discuss the matter with the printer. It was further agreed that the March issue of the *Journal* should carry an announcement about the proposed *Yearbook*.

Approval by the postmaster for change in mailing plans was to be obtained by the secretary.

b. *Journal style.* Following are points upon which there was more or less general agreement:

Present de-emphasis of names of contributors of articles is not fair to contributors, and by-lines should appear at beginning of articles, together with proper identification of the writer.

Space presently being used for news items concerning individual members might better be devoted to worthwhile articles.

There should be an adopted policy for apportioning space in each issue for various levels of interest—elementary, secondary, and higher education—so as to insure broader reader appeal.

There should be more service features for teachers, so as to keep them abreast of available new program materials, books, equipment, etc. It was suggested that by tightening up on some of the present waste space, these features could be added without increasing size of the *Journal*.

c. *A new format.* As a means of publishing a *Journal* in keeping with declining revenue, a number of alternate suggestions were considered, including a *Newsletter*, similar to the one published by the NAEB; a four-page bulletin patterned after the *FREC Bulletin*, recently suspended because of lack of funds; or a mimeographed or offset publication.

Attention also was given to the possibility of shifting to a quarterly journal, of high

professional quality, similar to what is being done in such fields as speech, journalism, psychology, etc. Such a journal would feature research reports, weighty articles on broadcasting and television, with a view to building up a serious body of material in those fields.

If published as a quarterly, it was recommended that the format of the present *Journal* be completely changed, and that it be published on rough rather than on the present slick paper.

The president reviewed the plan proposed in September by Mr. Boutwell and Mrs. Saunders, upon authorization of the Reorganization Committee at the May, 1950, meeting, and the negative reactions of the majority of board members who were quite insistent at the May meeting that something should be done. He also quoted the objections and recommendations of the present editor, based on his claim to holding a four-year contract beginning May 1, 1949. Under the circumstances, he stated, he was left with no alternative than to abandon the new proposal.

*Agreed.* It was agreed that except for the recommended *Yearbook*, no changes would

be made for the balance of this year until the May meeting. It was further agreed that meanwhile steps be taken to explore further possibilities, and Mr. Boutwell agreed once more to draw up a set of proposals for discussion at Columbus.

Appointment of a business manager in New York City was regarded as important and it was agreed that arrangements should be made as soon as possible to appoint one who could take advantage of the close proximity to potential advertisers.

**7. The May 1951 Meeting.** The president reported on his preliminary efforts to arrange for a stimulating AER meeting to be held concurrently with the Institute for Education by Radio in Columbus, in May, 1951. Dr. Tyler, he found, was quite agreeable to having AER assume sponsorship for one half-day session at the Institute, and he was authorized to appoint a committee to work with him in drawing up plans for consideration by the Board.

There being no further business, the meeting adjourned at 5:45 p.m.—GERTRUDE G. BRODERICK, *Secretary*.

## AER Constitution and By-Laws

### Constitution

#### ARTICLE I—NAME

The name of the Association shall be the Association for Education by Radio-Television.

#### ARTICLE II—PURPOSE

The purpose of the Association shall be to extend and improve the educational use of radio and television.

#### ARTICLE III—MEMBERSHIP

*Sec. 1.* Any person interested in education by radio shall be eligible for membership in the Association in one of three classes: associate, active, or life.

*Sec. 2.* Any educational institution or organization engaged in educational broadcasting shall be eligible for institutional membership in the Association.

#### ARTICLE IV—REGIONAL DIVISIONS

*Sec. 1.* The territory of the Association shall be divided into eight Regions so as to assure the promotion of the objectives and the expansion of membership of the Association in all parts of its territory, and to provide representation of all Regions in the administration of the Association.

*Sec. 2.* The eight Regions shall be constituted as follows:

*Northeastern*—Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware.

*Southeastern*—Maryland, Virginia, West Virginia, North Carolina, South Carolina, Kentucky, Tennessee, Georgia, Alabama, Mississippi, Louisiana, Florida, District of Columbia.

*Great Lakes*—Minnesota, Iowa, Missouri, Indiana, Illinois, Michigan, Ohio, Wisconsin.

*West Central*—North Dakota, South Dakota, Nebraska, Kansas, Wyoming, Colorado.

*Canada*

*Southwestern*—Oklahoma, Texas, New Mexico, Arkansas.

*Pacific Northwest*—Washington, Oregon, Idaho, Montana, Alaska.

*Pacific Southwest*—California, Arizona, Nevada, Utah, Hawaii.

*Sec. 3.* Each Region shall be represented on the Board of Directors as hereinafter constituted, by a Regional Director who shall be elected in the manner prescribed in the By-Laws for election of national officers.

*Sec. 4.* Since the success of the Association depends upon the strength and activity of local and state organizations, they shall be stimulated and encouraged by the Association and by the Regional Directors. The objectives of local and state organizations shall be held consistent with those of the Association in the manner prescribed in the By-Laws.

#### ARTICLE V—OFFICERS

*Sec. 1.* The Officers of the Association for Education by Radio. The officers of the Association for Education by Radio shall be a president, first vice-president, second vice-president, secretary, and treasurer.

[a] The president, first vice-president, secretary, and treasurer shall be elected by the membership at large in the manner prescribed in the By-Laws. The immediate past president shall serve as second vice-president.

#### ARTICLE VI—BOARD OF DIRECTORS

*Sec. 1.* The Board of Directors shall be comprised of the officers of the Association, of the Regional Directors, and of four Directors at Large. The Directors-at-Large shall be elected in the manner prescribed in the By-Laws.

*Sec. 2.* The Board of Directors shall be the governing and policy-making agency of the Association as specified in the By-Laws.

#### ARTICLE VII—EXECUTIVE COMMITTEE

*Sec. 1.* The Executive Committee shall be comprised of the officers of the Association,

*Sec. 2.* The Executive Committee shall be the administrative agency of the Association as specified in the By-Laws.

#### ARTICLE VIII—ANNUAL MEETING

*Sec. 1.* The Annual Meeting of the Association shall be the annual meeting of its Board of Directors.

*Sec. 2.* The Annual Meeting shall be held at a time and place designated by the Executive Committee, providing that the date shall not be earlier than April 1 nor later than June 1 in each calendar year.

#### ARTICLE IX—VACANCIES IN OFFICE

*Sec. 1.* All vacancies in the offices of the Association and in its Board of Directors shall be filled by appointment of the Board of Directors until the next annual election of officers.

#### ARTICLE X—AMENDMENTS

*Sec. 1.* Proposals for amendments to the Constitution may be made by the Board of Directors, and must be made by the Board of Directors upon initiative petition signed by fifty active members of the Association.

*Sec. 2.* Proposals for amendments to the Constitution must be circulated among the active members of the Association not less than two months nor more than four months before they are submitted to vote of the membership. Circulation shall be either by mail or by means of publication in the official organ of the Association.

*Sec. 3.* Voting on amendments on the Constitution shall be by mail ballot. The ballot and a full statement of the proposed amendment shall reach the active members of the Association not less than thirty days before the date set for the vote on the amendment. Distribution of the ballots and the accompanying proposal shall be by mail or by means of publication in the official organ of the Association.

*Sec. 4.* Actual amendment to the Constitution shall be by an affirmative vote of two-

thirds of those active members of the Association voting on the proposal.

## By-Laws

### ARTICLE I—MEMBERSHIP

*Sec. 1. Active Membership.* During the membership year for which his dues are paid, an active member is entitled to the following privileges: [a] to vote for officers of the Association, for Members-at-Large in the Board of Directors, for the Regional Director in the Region in which he resides, and in referendums; [b] to be elected to any of the offices for which he is entitled to vote; [c] to attend meetings of the Association if he complies with their registration requirements; and [d] to receive each issue of official publications of the Association.

*Sec. 2. Life Membership.* Life members of the Association are active members whose dues are paid up for life. They are entitled to all of the privileges of active membership. Life members may subscribe to the official publications of the Association.

*Sec. 3. Associate Membership.* High school and college students, whose individual status is attested by an active member, may become associate members. They shall have all the privileges of active members except the right to vote and to hold office in the Association.

*Sec. 4. Institutional Membership.* Radio stations, educational institutions, and organizations engaged in educational broadcasting may become institutional members. Each institutional member in good standing may designate one individual who shall have all of the privileges of active membership in the Association as its representative.

*Sec. 5. Membership Year.* The membership year shall be one year from the date of joining the Association.

*Sec. 6. Dues.* The amount of dues by classes of membership is as follows:

Active Member, \$3.00 annually

Life Member, \$25.00

Associate Member, \$2.00 annually

Institutional Member, \$15.00 annually

Changes in the amount of dues of any class of membership shall be by a two-thirds affirmative vote of the Board of Directors.

*Sec. 7. Subscription to Publications.* College and school libraries, public libraries, and news agencies may without becoming a member of the Association, subscribe to the official publication of the Association. Life members of the Association may also subscribe to its publications. The subscription price to the current official publication of the Association is \$2.25 annually. Subscription rates may be changed by an affirmative vote of two-thirds of the Board of Directors.

### ARTICLE II—DUTIES OF OFFICERS

*Sec. 1. President.* The president shall preside at the meetings of the Association, and at the meetings of its Board of Directors and of its Executive Committee. He shall appoint all committees not otherwise provided for in the By-Laws. He shall, in consultation with the Executive Committee, prepare programs for meetings of the Association. He shall call meetings of the Board of Directors or of the Executive Committee whenever he deems it necessary or whenever he is requested to do so by the majority of the membership of either body respectively. He

shall perform all other duties usually pertaining to the office of president.

*Sec. 2. First Vice-President.* The first vice-president shall assume the duties of the president in case of vacancy in the latter's office, or while the president is unable to perform his duties because of absence or illness.

*Sec. 3. Second Vice-President.* The second vice-president shall assume the duties of the president in case of a vacancy in the office of the president and first vice-president, or in the event of the illness or absence of both the president and the first vice-president.

*Sec. 4. Secretary.* The secretary shall keep a full and accurate record of the proceedings of all meetings of the Association, of its Board of Directors, and of its Executive Committee. Upon notification by the president of a meeting of the Board of Directors or of the Executive Committee, the secretary shall mail notices to all members of the group involved at least fifteen days prior to the date of the meeting. The secretary shall notify the treasurer of actions by the Executive Committee approving the disbursement of funds.

*Sec. 5. Treasurer.* The treasurer shall receive and hold in safekeeping all moneys paid to the Association. He shall make investments of surplus funds in the treasury of the Association upon direction of, or with the approval of, the Executive Committee. He shall give such bond as may be required by the Executive Committee with the cost of such bond to be at the expense of the Association. The treasurer shall make disbursement of funds of the Association as directed by the Executive Committee. The treasurer shall submit monthly financial reports to the president, to the chairman of the budget committee, and to such other individuals as the Executive Committee shall direct. Each year as soon as possible after the close of the fiscal year on April 30, but in no event later than July 1, the treasurer shall have an audit of the books conducted by an auditor selected or approved by the Executive Committee. Copies of the audit shall be mailed by the treasurer, promptly upon completion, to all members of the Executive Committee. The treasurer shall maintain an accurate listing of all memberships alphabetically, and by regions.

*Sec. 6. Board of Directors.* The Constitution provides that the Board of Directors shall be the policy making agency of the Association. Hence it provides, further, that the Board may propose to the members that amendments be made to the Constitution. Changes in the By-Laws of the Association shall be at the discretion of the Board as provided later in the By-Laws. The Board shall examine the Constitution and laws of the local and state organizations seeking recognition as chapters of the Association to determine that they are consistent with the Constitution and By-Laws of the Association.

Business may be transacted by the Board by mail, in which event every member of the Board shall be notified by the secretary by registered mail of the proposal at least thirty days before the date designated for the counting of votes of the members of the Board. Responses are to be returned by regis-

tered mail to the secretary who shall notify all members of the Executive Committee promptly of the results of the mail vote. Affirmative votes of the majority of those Board members voting shall authorize action except in those instances where a two-thirds vote is specifically stipulated in the Constitution or By-Laws, in which event the affirmative vote of two-thirds of those members of the Board actually voting shall fulfill the requirement.

In actual meetings of the Board the presence of one-third of the members shall constitute a quorum. The annual meeting of the Board shall be open to all members of the Association.

The Constitution provides that the Board shall be the governing agency of the Association. Therefore, the Board shall determine the amounts of money to be expended by the Association in its various areas of activity.

*Sec. 7. Executive Committee.* The Constitution established the Executive Committee as the administrative agency of the Association. It shall assist the treasurer in preparing a proposed budget for action by the Board of Directors at its annual meeting. The Executive Committee shall authorize the disbursement of funds within the budget approved by the Board. The Executive Committee shall determine the time and place of the annual meeting and shall assist the president in arranging its program. It shall receive and act upon reports of all committees. It shall employ such assistance as it deems justified to carry on the activities of the Association within the budgetary provisions approved by the Board. In no event shall the Executive Committee enter into employment contracts of more than four years' duration.

A majority of members of the Executive Committee shall constitute a quorum. Business may be transacted by the Executive Committee on the basis of mail votes provided the secretary shall, at the request of the president, or a majority of the committee, distribute the items for action by registered mail fifteen days before a date designated for counting of votes. Members of the committee shall return their votes by registered mail to the secretary before the designated date. The secretary shall notify all members of the committee promptly of the results of mail votes. Action shall be by a majority vote of those members of the committee voting.

The Executive Committee shall review the ballots received by the Secretary in all mail votes by the committee and the Board at the first meeting of the Executive Committee after such balloting has been recorded.

*Sec. 8. Standing Committees.* The president shall appoint a Committee on Nominations, and a Board of Tellers each for terms of one year coincident with the fiscal year. The membership of neither group shall exceed five. The Committee on Nominations shall prepare election slates and distribute ballots as provided later in the By-Laws. The Board of Tellers shall count all the ballots in elections or referendums in which the active membership votes and shall report the results immediately upon completion of the elections or referendums.



### ARTICLE III—TERMS OF OFFICE

*Sec. 1. Officers.* Terms of the officers of the Association shall be for two years.

*Sec. 2. [a] Board of Directors.* Ex-officio members of the Board shall serve terms concurrent with the terms of the office by virtue of which they are members of the Board. [b] Regional Directors shall be elected for terms of two years. [c] Members-at-large in the Board shall be elected for terms of four years. One member shall be elected each year except when additional vacancies occur among the members-at-large.

*Sec. 3. Executive Committee.* Members of the Executive Committee shall serve terms concurrent with the terms of office by virtue of which they are members of the Committee.

*Sec. 4. Dates of Tenure.* All new officers, and new members of the Board and of the Executive Committee shall take office on the first day of the fiscal year following their election.

*Sec. 5. Limitations of Tenure.* No elected officer or member of the Board shall serve for two successive terms in the same office.

### ARTICLE IV—ANNUAL ELECTION

*Sec. 1. Preparation of Ballots.* The Committee on Nominations shall prepare a slate of three candidates for each office. These shall be assembled as the official ballot providing space for the writing in of additional candidates by voters, and then duplicated by the Secretary of the Association for distribution.

No candidate shall be proposed by the Committee on Nominations for more than one office, nor shall voters either write in any one name for two offices or write in a name already appearing on the slate prepared by the Committee on Nominations.

*Sec. 2. Mailing of Ballots.* The Secretary of the Association shall send the official ballot to all active members of the Association via first class mail not later than March 1. The completed ballots shall be returned to the Board of Tellers postmarked not later than midnight of April 1.

The Secretary shall include with the official ballot an accurate and complete address to which completed ballots are to be mailed for the Board of Tellers.

*Sec. 3. Preferential Ballot.* Each voter is required to indicate a first, a second, and a third preference among the candidates for each office.

*Sec. 4. Invalid Ballots.* All ballots received by the Board of Tellers with postmarks later than midnight of April 1 will be invalid.

Any ballot containing a vote for the same name for two different offices will be invalid for both offices in which such votes are cast.

Any ballot not containing a first, a second, and a third choice for each office will be invalid for each office in which such omissions occur.

Any ballot indicating more than one choice for the same candidate for the same office will be invalid for that office.

A statement of these conditions which invalidate ballots shall appear on each ballot.

*Sec. 5. Counting of Ballots.* The Board of Tellers shall count the first choices cast for the candidates in each office. Those candidates receiving a majority of the first choice votes cast for the respective offices shall be declared elected.

In those offices in which no candidate received a majority of first choice votes, the Board of Tellers shall tabulate the number of first choice votes, the number of second choice votes, and the number of third choice votes cast for each candidate in each contested election. Then the following shall be performed on the preferential votes cast for each candidate: The number of his first choice votes shall be multiplied by three, the number of his second choice votes shall be multiplied by two and the sum of these two products shall then be added to the number of his third choice votes. This sum shall be called the weighted vote. The candidate with the highest weighted vote in each office for which no candidate secured a majority of first choice votes shall be declared elected to that office.

*Sec. 6. Election of Regional Directors.* The right to vote for candidates for Regional Directors shall be restricted to the active members of the region for which the director is being elected.

The ballot for regional directors shall indicate clearly the composition of the regions involved in each regional election.

*Sec. 7. Elections to Fill Vacancies.* The Constitution provides that the Board of Directors shall fill all vacancies in the offices

and in the Board of the Association until the next annual election. In the event the tenure of positions thus filled extends beyond the next annual election, the Committee on Nominations shall prepare a slate of candidates to fill the unexpired term as a part of the annual election. The incumbent by appointment shall be one of the candidates.

The ballot shall indicate the length of the unexpired term for which the election is being held.

### ARTICLE V—REVISION OF BY-LAWS

*Sec. 1. Authority to Revise.* Revision of By-Laws shall be by an affirmative vote of two-thirds of the Board of Directors. Changes in the By-Laws may be made either when the Board is assembled or by mail as previously provided in Article II, Sec. 6 on the Board of Directors.

*Sec. 2. Proposals for Revision.* Proposals for revision of the By-Laws may be made by the Executive Committee to the Board, upon initiative petition signed by fifty active members of the Association, and may be initiated within the Board itself. In any event, the proposals for revision in written form must be in the hands of members of the Board not less than thirty nor more than ninety days before a vote is taken on the proposal.

## Events—Past and Future

### 1951 AER Script Contest

Kick-off for the Fourth Annual AER Script Contest was made in mid-December by the announcement that television as well as radio scripts are to be included in the Spring '51 competition. The contest for college students, supervised by the Association for Education by Radio, drew entries from forty-four states in 1950. Cash awards totalling more than \$1,000 are offered to the amateur scripters. Purpose of the contest is to encourage good script-writing and to help call the attention of the industry to promising writers.

The 1951 list of sponsors already includes Audio Devices, *World Book Encyclopedia*, WJJD, Chicago, and the School Broadcast Conference.

Sponsorships are now being solicited by Dr. Sherman P. Lawton, Oklahoma University, who points out that this is an inexpensive way for manufacturers to get national promotion and for radio stations to stimulate interest in their regions.

Opening date for entries will be announced as soon as the sponsorship list has been completed.

### Western Radio-Television Conference

The dates for the 1951 Western Radio-Television Conference have been

set for March 2 and 3, in Hollywood, California, according to an announcement by John C. Crabbe, of KCVN, College of the Pacific, Stockton, California, chairman of the Western Radio-Television Conference for 1951. The Western Radio-Television Conference is an annual event in the western states, holding its first two conferences in San Francisco in 1948 and 1949. The 1950 sessions were in Seattle with the University of Washington as the host school.

Planning is well advanced for the 1951 Western Radio-Television Conference which is to be held in Hollywood, March 2 and 3, according to word received from William H. Sener, Radio Department, University of Southern California. Mr. Sener is serving as chairman of the program committee for the 1951 conference. Members of the Conference board of directors from the Los Angeles area are serving with Mr. Sener and Mr. Crabbe in arranging a program of interest to all radio and television groups in the western states. The Western Radio-Television Conference annually brings together interested groups from the industry and education for a study of mutual radio and television problems. Convention headquarters for the 1951 conference will be at the Hollywood Roosevelt Hotel.

## "Best Teacher" Contest

The Quiz Kids will start off the New Year searching for America's top teachers, as they open their sixth annual "Best Teacher Contest"!

The famous contest—which once again will find the nation's *two* teachers who are doing the best job—will be officially launched on the Quiz Kids radio program Sunday, January 7. The contest will run through February 11.

Two prize-winning teachers will be accorded national honors in the contest. The "Best Teacher of 1951" will receive a cash prize of \$2,000, an appearance on the Quiz Kids program, and a week's entertainment in Chicago with all expenses paid, and the "Most Promising Teacher of 1951," a younger person, will be awarded \$2,000 to be used for graduate study.

Once again, school children all over America will help find the country's best teachers. All elementary and high school students will be invited to write letters on the subject, "The Teacher Who Has Helped Me Most."

The two students writing the letters nominating the winning teachers will each be awarded a \$1,000 U. S. Security Bond first prize. Writers of the next 50 best letters will receive \$10 in cash. 500 more winning students will each receive an honor certificate and a Quiz Kid pin, making them honorary Quiz Kids.

## Voice of Democracy Contest

Thirteen high school students were chosen December 28 from among 51 state and territorial winners to compete for the four national awards of \$500 college scholarships and trips to Washington and Williamsburg in the closing phase of the fourth annual Voice of Democracy Contest.

The choice of 13 finalists established a precedent for the contest. Heretofore only a dozen have been named from the list of state and territorial victors for presentation to the distinguished panel of judges for selection of the four co-equal national winners. However, the quality of the 1951 contestants was so uniformly high that the screening committee was unable to agree on fewer than 13 finalists following the auditioning.

The contest is sponsored by the National Association of Broadcasters, the Radio-Television Manufacturers Asso-

ciation, and the United States Junior Chamber of Commerce. It carries the endorsement of the U. S. Office of Education, Federal Security Agency, and Dr. Earl J. McGrath, Commissioner of Education.

The contest opened last October during National Radio and Television Week when students of the 10th, 11th, and 12th grades heard a series of model speeches by eminent Americans which were broadcast, via transcriptions, over most of the nation's radio stations. The youngsters then wrote and voiced their own five-minute broadcast scripts on the subject: "I Speak For Democracy" for the initial school competition.

The finalists survived eliminations at the school, community, and state levels in competition which has attracted an estimated 1,500,000 entries from more than 30,000 high schools throughout the United States, Alaska, Puerto Rico, and the District of Columbia.

## KCVN Scoop

KCVN, educational FM station at the College of the Pacific, Stockton, California, scooped local stations in Stockton election coverage through the co-operation of the Stockton Amateur Radio Club.

The Radio amateurs, using ten transmitters in the field, acted as relay stations for the student canvassers. KCVN's Studio A was a combination election party and short wave receiving station that night. There was a receiver for every transmitter, with a student posted to copy results sent from the field.

Then a student group tabulated results, posted them on the big election blackboard, and KCVN student announcers put them on the air.

One of the local Stockton stations [KSTN] copied college results from the air for its own audience. KCVN stayed on the air past its regular hours until all but a few straggling precincts were reported.

1950 elections marked the third time KCVN and the Stockton amateurs had worked together to bring election results to the city. According to John C. Crabbe, AER president and director of radio at the College, this marked the most successful venture of the three. In past years mobile relays have been used with less success.

A complete outline of election coverage operations is available by writing the College of the Pacific radio division.

# Idea Exchange

## Official FCC Statement on Color TV

There have been so many news stories, statements, and advertisements since the Commission issued its Report on Color Television that the public is undoubtedly thoroughly confused concerning the status of color television. The action of the Chicago statutory court today in issuing a temporary restraining order has undoubtedly raised additional questions in the minds of the public. The Commission believes that it has an affirmative obligation to keep the public advised concerning the exact status of color television.

At the outset, it should be pointed out that the Commission, after many months of hearings in which it considered three proposed color systems offered for its consideration, came to the conclusion that two of these systems—those of Color Television, Inc., and Radio Corporation of America—could not be adopted because they were

not capable of producing a satisfactory color picture and because they did not meet the other criteria for a color system set forth by the Commission. The Commission did find that the field sequential color system proposed by Columbia Broadcasting System did meet all of the criteria for a satisfactory color system set forth by the Commission. Simultaneously with this determination of the Commission, an order was adopted setting the date of November 20, 1950, as the day for commencement of commercial operation on the new field sequential color standards.

The action of the court today [November 16, 1950] in no way impairs any of the findings or determinations made by the Commission. The only thing the court has done is to postpone the date when regular operation can begin in accordance with the new color standards. The court has ordered this postponement in order to give it an opportunity to consider the Commis-

sion's Reports and Order, the extensive record made before the Commission, and the voluminous briefs filed with the court. The Commission is confident that once the judicial process is completed—and the process should not be too long delayed since cases of this sort are given priority of handling in the court by operation of law—the order of the Commission will be fully sustained.

In addition, it is important that the public—present set owners and prospective set owners—know the following facts about the color television situation:

1. Television receivers of the type heretofore manufactured will continue to receive black and white programs transmissions in accordance with the present standards.

2. They will not be able to receive programs from the color transmitters under the CBS field sequential system when they are on the air.

3. Such receivers can be adapted to receive the new color transmissions under the CBS field sequential system in black and white by adding an adapter and for somewhat more expense a converter can be added to receive the color transmissions in color.

4. Receivers which have adapters or converters added after they are manufactured and sold are likely to be more expensive when so adapted or converted and are not likely to operate as satisfactorily as a receiver which has the adapter or color equipment built in at the factory.

## One World

No one ever heard of Independent [Consolidated] School District No. 101 at Mahtomedi, Minnesota, except the 773 kids who go there, and the parents who send them.

Yet, through Radio, the Freedom Bell's deep-voiced b-o-n-g heard October 24 from Berlin, Germany, is likely to reverberate in the memory of those kids for the remainder of their lives. Why? Simply because they were given an opportunity to hear it.

The school authorities so arranged it that all but two rooms were hooked up to the school's public address system, and pupils of those two [emergency] rooms also had opportunity to hear the bell and the attendant speakers by crowding into other rooms.

They heard, of course, not only the bell, but the sturdy words of Americans and others on the scene, including General Clay's: "where men have the will to be free, they will be free."

We have to put ourselves out a little [or much] to gain a better appreciation of America. The authorities at this school did it. At the time, the kids—

they ranged from the first grade through high school—may not have fully appreciated what hearing that bell resounding from West Berlin's City Hall meant to them, but what it will come to mean as those young people grow up, and ripen under America's principles and privileges is not statistically possible to compute.

Some of us parents may not have got the full impact of the event for too many of us oldsters only now are beginning to get the meaning of America. That is the reason American primers are coming off the presses to explain us to ourselves.

But I like to think—and I believe I

am right—that that bell will remain a reverberating link which will contribute mightily to our appreciation not only of the benefits, but the beauty of America in the minds of 773 kids through all their years on earth.

Which may teach us who teach that awareness of the possibilities in radio to bring the whole world into a school room, and make that world one that is appreciated perhaps too vaguely even now among too many of us.

The faults of American radio, we are repeatedly told, are many, but we too are at fault when we do not hear the Freedom bell.—LUTHER WEAVER, University of Minnesota.

## Reviews

*A Course of Study in Radio and Television Appreciation.* Alice P. Sterner. Maplewood, N. J.: Educational and Recreational Guides, Inc. 1950. 36 pp. \$1.

Although this guide to appreciation is beamed at the high school level, the projects are adaptable to younger grades and even to college classes. The "course of study" is comprehensive and excellent in its conception. The individual projects are well designed.

Study units in radio include listening to music programs, sportscasts, newscasts, comedy, serious drama, speech, and discussion programs, as well as optional listening to quiz and audience participation shows. In addition to these format studies, attention is given to programs according to their content, i.e., literary programs, political and governmental programs, radio advertising, and foreign broadcasting. Best of all, perhaps, is the fact that the author keeps attention focused on socio-psychological factors. This is represented not only in study units on censorship, radio and the home, and the American radio industry, but also in the keenly analytical questions which accompany most of the listening projects.

Similar projects and exercises are provided for the development of appreciation of television, with some attention to the technical side.

The greatest merit of this little publication may also be its greatest weakness. It is so thorough that many schools may not be able to provide facilities and opportunities [for example, motion picture clips, trips to television studios, etc.] to get the most out of the course of study. Many school schedules do not provide the time which this course of study would require. But the aim of this publication is right; it is toward the job which should be done. Even schools with limited resources can profit from following the course as far as their circumstances permit.—SHERMAN P. LAWTON, University of Oklahoma.

*A World Statistical Survey of Commercial Production: A Geographic Sourcebook.* John C. Weaver and

Fred E. Lukermann. Minneapolis: Burgess Publishing Company, 1950. \$4.

On rare but happy occasions a reviewer comes across a book which, although outside his own special field of interest, is so startlingly useful that he feels quite without prodding. "Here is a book about which my colleagues may not know, and with which many of them would certainly wish to become familiar."

Such a book has just been published in the field of geography. The formidable sounding title [above] under which authors Weaver and Lukermann have published their excellent work would hardly attract a radio broadcaster unless he has a special interest in the productive capacity of the commercial world. But this reviewer as broadcaster has so often during the years searched through volume after volume for a production figure with which to document a news analysis or even a straight newscast, that this new and altogether admirable survey has already taken its place near the top of his studio-library list.

Here in a reasonably priced edition are resource and production data never before brought together in systematic fashion for the non-specialist to locate quickly and easily. Here is a volume which, to the news analyst, public affairs broadcaster, or to the teacher of broadcasting, will answer the constantly recurring question: "Where can I find those data quickly, without wading through pounds of irrelevant matter?" The authors have set up their tables in a standardized form supplemented with percentages and other simple ratios making them understandable even to this reviewer. [Which means that they would be abundantly clear to almost anyone.]

Here then is a book designed for quite a different purpose, which will serve the serious broadcaster so well that he should at the very least have a library copy available to him as he works on a scripting assignment.

If it be true that we will still publish books "of which the backs and covers are by far the best parts," this is not one of them!—E. W. ZIEBARTH, University of Minnesota.



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